

Advertise now:
call 01904 692800 or
email peter@velovision.com

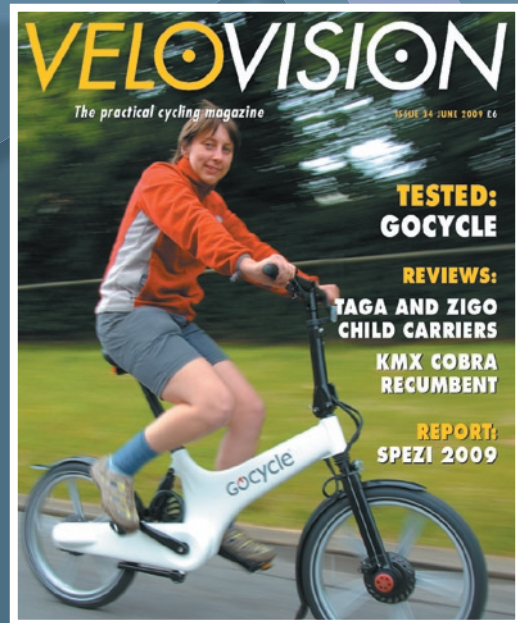
VELOVISION

www.velovision.com

THE cycling magazine for
transport, touring and technology

ADVERTISE WITH VELO VISION FOR AN EFFECTIVE, TARGETED PRINT AND WEB PACKAGE:

- 2500+ copies sold in 47+ countries.
Unique international reach: approx 60% UK, 20% Europe,
20% North America/Far East. Estimated readership: 5000+
- Digital edition adds 500+ tech-savvy readers worldwide.
- Be associated with a positive, inspiring read and high
production values. Readers keep their Velo Visions
– other mags get binned!
- A passionate, committed readership – affluent and
dedicated enough to pay our high cover price.
- All print ads get a web advert FREE on our busy and
active website, www.velovision.com. 2500+ unique IPs
per day, 5000+ page views. Plus, advertisers have
exclusive commercial access to the busy forum.
- Design service if required. Friendly no-hassle approach!
- Full colour print advertising to a discerning, affluent readership.
- Website banner advert included FREE with any print advertising!
- Direct reader access via our 'Advertiser Offers' forum.
- Internet only ads: highly affordable and effective!



Velo Vision is a high value consumer magazine covering the many practical, quality and interesting products which don't find a natural home in the mainstream MTB and racing cycling press. It showcases innovative bikes for transport and touring: for commuters, families, touring cyclists, bike design enthusiasts and transport visionaries.

Now approaching ten years of publication, *Velo Vision* is sold internationally, mainly by direct subscription. It's required reading for thousands of practical, passionate cyclists worldwide.

If you're part of the fast-growing practical cycling industry, *Velo Vision* is the magazine that speaks to your customers!

Print magazine rates

Book for a year and save money: 20% off for a series of four!

Back cover	£ 700
Inside back cover	£ 500
Full Page	£ 400
Half Page	£ 230
Quarter Page	£ 130
Eighth Page	£ 70
Inserts	Please enquire

Web advertising rates

Rotating banner ads: 90 days	£ 30
Rotating banners are FREE with any print advert.	
Banners are 468w x 60h, up to 150k in JPG, PNG, GIF or Flash (SWF).	
Static banners:	Please enquire

See: www.velovision.com/ads.html for full print and web advertising details and extended reader survey demographics.

Deadlines

Issue	Copy deadline	Published
36	Early December 2009	December 2009
37	Early March 2010	March 2010
38	Early June 2010	June 2010
39	Early September 2010	September 2010
40	Early December 2010	December 2010

Issue 40 will be our tenth anniversary edition!

Demographics

- Bikes per reader: 6.1 average.
Total replacement value: £5108 average.
- Average age is 47.
- 78% are university graduates.
39% are in a 'Technical/IT' occupation.
- Average income: £34846 per year.
80% are homeowners.
- 81% have bought items after seeing them reviewed in VV,
and almost 78% have bought after seeing products advertised!

[Website survey results August 2008]

Call today on
01904 692800
to book your
space!

Details

Adverts are all placed in the advertising section towards the back of the magazine, and all are full colour. If you have a particular location preference, please enquire. All rates exclude VAT.

We'll send an invoice with a copy of the magazine, for payment within 30 days. We accept UK cheques, most credit cards, PayPal, and bank transfer.

Sizes

Full page:	210 wide x 260 mm tall
Full page bleed:	230 wide x 280 mm tall (plus 3 mm bleed)
Half page vertical:	100 wide x 260 mm tall
Half page vertical bleed:	110 wide x 280 mm tall (plus 3 mm bleed)
Half page horizontal:	210 wide x 127 mm tall
Half page horizontal bleed:	230 wide x 137 mm tall (plus 3 mm bleed)
Quarter page vertical:	100 wide x 127 mm tall
Quarter page horizontal:	210 wide x 62 mm tall
Eighth page:	100 wide x 62 mm tall

Please note that Velo Vision is wider than A4. If you supply an A4 advert, we can usually scale it to fit the vertical dimension, but it won't fully use the width available. For ads which bleed off the page, please allow 3 mm extra on each external edge, and our printers also request that no text or important images come within 5 mm of the page edge.

Data Formats

We prefer ads to be supplied as:

- PDF files – all fonts embedded, all graphics at least 300dpi. Colour graphics should be CMYK. Use the PDF X1-a/2001 specification if possible.
- TIFF image files – resolution at least 300 dpi.
- JPEG/JPG image files, also at 300 dpi. Because JPEG is lossy, TIFF is preferable. However, if you use JPEG format, please save at a 'high quality/low compression' setting.

If you don't have software capable of CMYK colour output, we can usually convert files to CMYK from whatever you provide, although colour accuracy cannot be guaranteed. Instead, why not let us build an advert for you from your words and pictures? You'll appreciate the difference. Minor design jobs are usually free of charge, and our rates are very reasonable for more involved layout work: please enquire.

Copy can be sent by e-mail up to about 20 Mb file size (to peter@velovision.com). Larger files are no problem by FTP, or send the ad on a CD. Please just call if you'd like to use a different format or have any queries.

Contact us to book your space!

Peter Eland, Editor and Publisher
Velo Vision Ltd, York Eco Business Centre,
Amy Johnson Way, York YO30 4AG, UK
Tel/Fax 01904 692800 (or +44 1904 692 800)
E-mail peter@velovision.com